

**UTILITY PATENT
APPLICATION TRANSMITTAL**

(Only for new non-provisional applications
under 37 CFR 1.53(b))

Check Box, if applicable [] Duplicate

Attorney Docket No.

031142

Total Pages

First Named Inventor or Application Identifier

Kouji AMANO

Express Mail Label No.

03970 U.S. PTO
10/655211
09/22/03

APPLICATION ELEMENTS FOR:

**APPARATUS AND METHOD FOR DETERMINING
DATA, APPARATUS, SYSTEM, METHOD AND
PROGRAM FOR PROCESSING ADVERTISEMENT
DATA, AND RECORDING MEDIUM IN WHICH THE
PROGRAM IS RECORDED**

ADDRESS TO:

Commissioner for Patents
MAIL STOP BOX PATENT APPLICATIONS
P.O. Box 1450
Alexandria, VA. 22313-1450

1. ☒ Fee Transmittal Form (Incorporated within this form)
(Submit an original and a duplicate for fee processing)
2. ☒ Specification Total Pages **[35]**
3. ☒ Drawing(s) (35 USC 113) Total Sheets **[12]**
4. ☒ Oath or Declaration Total Pages **[3]**
 - a. ☒ Newly executed (original)
 - b. ☐ Copy from prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 17 completed).
 - i. ☐ Deletion of Inventor(s)
Signed statement attached deleting inventor(s) named in prior application,
see 37 CFR 1.63(d)(2) and 1.33(b)
5. ☐ Incorporation by reference (useable if box 4b is checked)
The entire disclosure of the prior application, from which a copy of the oath or declaration is
supplied under Box 4b, is considered as being part of the disclosure of the accompanying
application and is hereby incorporated by reference therein.
6. ☐ Microfiche Computer Program (Appendix)
7. ☐ Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
 - a. ☐ Computer Readable Copy
 - b. ☐ Paper Copy (identical to computer copy)
 - c. ☐ Statement Verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

8. ☒ Assignment Papers (cover sheet and document(s)) to: **PIONEER CORPORATION, Tokyo, Japan and
INCREMENT P CORPORATION, Tokyo, Japan.**

Please publish the assignee data with the application.

9. ☐ 37 CFR 3.73(b) Statement (when there is an assignee) ☒ Power of Attorney

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10. ☐ English translation Document (if applicable)
11. ☐ Information Disclosure Statement ☐ Copies of IDS Citations
12. ☒ Preliminary Amendment
13. ☒ Return Receipt Postcard (MPEP 503)
14. ☐ Small Entity Status is claimed.
15. ☒ Claim for Convention Priority ☒ [1] Certified copy of Priority Document is enclosed
a. Priority of Japanese application no. 2002-274922 filed on September 20, 2002 is claimed under 35 USC 119.
16. ☐ Other _____
17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:
☐ Continuation ☐ Division ☐ Continuation-in-part (CIP) of prior application no. _____

FEE TRANSMITTAL The filing fee is calculated below	Number Filed	Number Extra	Rate	Basic Fee \$ 750.00
Total Claims	37 - 20	17	x \$18.00	\$ 306.00
Independent Claims	18 - 3	15	x \$84.00	\$1260.00
Multiple Dependent Claims			\$280.00	
Filing Fee				\$2316.00
Reduction by 1/2 for small entity				
Fee for recording enclosed Assignment			\$40.00	\$ 40.00
TOTAL				\$2356.00

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[XX] A check in the amount of \$2356.00 is enclosed to cover the filing fee of \$750.00, the fee of \$306.00 for extra claims, the fee of \$1260.00 for extra independent claims and the assignment recordation fee of \$40.00.

[] Please charge our Deposit Account No. **01-2340** in the total amount of _____ to cover the filing fee and the _____ assignment recordation fee. A duplicate of this sheet is attached.

[XX] The Commissioner is hereby authorized to charge payment for any additional filing fees required under 37 CFR 1.16 or credit any overpayment to Deposit Account No. **01-2340**.

18. CORRESPONDENCE ADDRESS:

Armstrong, Westerman & Hattori, LLP
Suite 1000, 1725 K Street, N.W.
Washington, D. C. 20006
Tel: (202) 659-2930
Fax: (202) 887-0357



23850

PATENT TRADEMARK OFFICE

Typed or Printed Name **Mel R. Quintos**

Reg. No. **31,898**

Signature *Mel R. Quintos*

Date: **September 22, 2003**